Carleton Green Primary School
A School Website Case Study

Leading the way online, absolutely everything you need to do to get your school website spot on.

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Achieving Perfection with your School Website

Transform your **school website** into an effective, powerful communication tool.

GET IN TOUCH

✓ **Easy to use** School Website CMS

✓ **Powerful** Market Leading Features

✓ **Outstanding** Help and Support

Websites

App

Learning Wall

Voice

Branding

Training

Development

Design

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Carleton Green Primary School
A Case Study - Ian Richardson

Ian has been responsible for delivering hundreds of online projects for schools and colleges nationwide.

Let Ian guide you through the steps to get your school website to the very top.

Get in touch: **ian@schudio.com**

STUNNING & INTUITIVE DESIGN

Carleton Green Community Primary School

Well laid out, clear navigation, vibrant colours

School websites can be absolutely ghastly but there is no reason whatsoever that any website should be so badly presented, especially a site as important as a school website. There are lots of options available to create a beautiful, easy to use site that is very cost effective but there are some key things to bear in mind.

✓ Spend a little money on a nice, modern logo that does you justice

✓ Colour your website to match your logo and brand

✓ Use easy to read fonts

✓ Use a clear, easy to navigate structure

Our Case Study is with Carleton Green Primary School in Blackpool and Schudio helped them invest in a modern logo, professional photos (we'll come to that later) and we have made sure that their content is well presented, clear and very easy to find your way around (super important for OFSTED and prospective parents).

"The layout of our website is easily accessible and grabs the attention of the website visitor with the banner photographs. The colours we chose reflect the corporate colours of our school uniform, logo etc. The website works well as it has a crisp, clear appearance." Stephen Boyd, Carleton Green

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RESPONSIVE TO ALL DEVICES

Up to 60% of all website visits are on a smartphone or tablet

Rewind just 3 years and the stats were half that but now most of us access most website content on a mobile device. Making sure that your website looks the part on every device is incredibly important.

It isn't true that a school website which is fully responsive costs the earth - talk to your website designer, ask them what it costs. Better still, talk to us.
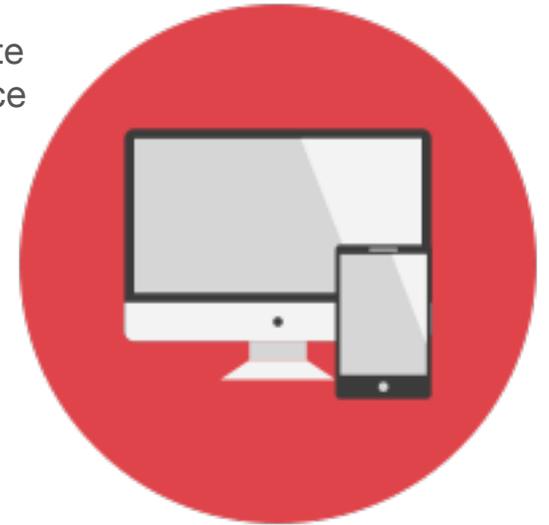
Carleton Green came to Schudio because they knew a responsive website was important and were very keen to communicate effectively with their school community.

"This is very important to us as most of our parents have smartphones and are able to access our website through their device. Having the responsive design means that it looks good no matter what device you use."
Stephen Boyd, Carleton Green

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CONTENT IS KING

Get to work, keep the thing up to date!

As parents it drives us a bit mad when the content on a school website isn't up to date. The reason we hear most often is …

"Our website is difficult to keep up to date"

You can't keep your content up to date effectively if you don't have a system that makes it easy, even enjoyable to do.

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BEST USE OF ALL MODULES

News | Events | People | Courses | Documents

and lots, lots more …

Whether using an education specific CMS or a generic tool like Wordpress, you should have access to a range of modules* that make your life easier
* they could be called plugins or extensions

They could be anything from simple News modules to full on Admissions and Recruitment & HR Systems but every one has its place and making the most of the modules that are available to you will make your life easier and your website really stand out.

"We love using the photo galleries and embedding these into class blogs. It is great to be able to have the photo gallery in the blog as this means parents don't need to navigate to another area of the website. We have recently added the absence reporting module which is proving popular with parents and is great as it is a written record of children's absences compared to a voicemail message."

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STUNNING PHOTOS, WELL USED

Bring every page to life with professional photos

Employing the services of a professional photographer is one of the most important things you can do to make an enormous difference to your school website. To make the very most of such a service there are a few top tips to follow to make sure you get photos you can use time and time again …

✓ ### Get all the rights to your photos
a decent school photographer knows you need the photos and knows you shouldn't be asked to pay for the rights to each photo as you need them

✓ ### Prepare for the day
again, a good photographer will be in touch before the day to help and advise on what you need to prepare to make sure that *you* get the most from the day

✓ ### Make the most of *your* colours
Your branding, logo and uniform all use a specific set of colours, a good website design will bear this in mind and create a brand rich site for you. A great photographer will know your plans and make sure your colours are present in as many photos as possible.

✓ ### Use your photos throughout your website (and your school)
Don't shy away from using relevant photos in all your pages, not just on the front page. Photos bring content to life and can lift even the most dull (but statutory) content.

"We used our own school photographer. However, the layout and design of the website is enhanced by the use of professional photographs"

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INVOLVEMENT OF ALL CLASSES

Getting teachers and students involved is key

Your school website can truly start to come to life and keep users coming back time and time again if you engage the audience effectively. A great way to achieve this is by getting teachers and students involved. Just a few small jobs, completed regularly, will keep your website current, up to date, relevant and interesting. This is one of the very best ways to show OFSTED what you're all about too - bonus!

✓ Use a Blog to share work completed by each and every class and make sure your teachers are on board

✓ Create a dedicated photo gallery to share what your students have been up to

✓ Back up your website content by sending out Email Newsletters to your school community

"Staff look after their own class pages and blogs. They are confident in using the CMS to achieve this as its easy to use as the content box is very similar to the look of MSWord or Pages which most are familiar with. Year 5 & 6 children have been trained in blogging find it a walk in the park!"

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"There are many great features to the Schudio system that I like but my most popular one at the moment is document groups. This is a fab feature for uploading a mass collection of documents e.g. policies or parents newsletters."

A *rich and accurate picture*

Combine all these best practices and stay consistent

A great School Website provider will hold your hand through the entire process, empowering you take full control of your website and showcase your school in the very best possible light. You're end result should be:

- ✓ Bright and colourful and representative of your brand and ethos

- ✓ Easy to use, Easy to navigate, Easy to update

- ✓ Inclusive of all your audience naturally by creating real, rich content

- ✓ Beautiful & Powerful on any device

- ✓ Fully engaging of your entire school community

What Next?

Hopefully, you can start implementing all these recommendations and content additions straight away on your existing website.

Get stuck in and knock their socks off. Making your website something of beauty that has up to date, relevant content will go an enormously long way to keeping users interested and will present a great and accurate picture of your school to any Inspectors.

If you can't get cracking and would like to discuss a fresh start do get in touch - we would love to show you what's possible.

Good luck!

Ian Richardson
Director & Co-Founder

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T: 0333 577 0753 | E: hi@schudio.com | W: www.schudio.com